GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

STARRED QUESTION NO:555
ANSWERED ON:03.05.2002
PLAN TO BOOST EXPORT OF COFFEE
RUDRAGOUDA PATIL;UMMAREDDY VENKATESWARLU

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) whether the Government have chalked out a Rs.1000 crore plan to boost both export and domestic consumption of coffee during the next five years;

(b) if so, the details thereof;

(c) whether the Coffee Board has hired Mckinnsey and Co. for drawing up a medium-term for exports and suggest ways to obtain market share in the world market;

(d) if so, whether the said group has submitted its report;

(e) if so, the details of suggestions made in the report;

(f) whether additional funding would be given to coffee plantations to improve productivity; and (g) if so, the details thereof?

Answer

MINISTER OF COMMERCE & INDUSTRY (SHRI MURASOLI MARAN)

(a) to (g): A statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (A) TO (G) OF THE LOK SABHA STARRED QUESTION NO.555 ANSWER ON 3RD MAY, 2002 REGARDING PLAN TO BOOST EXPORT OF COFFEE

(a) to (g): Coffee Board have worked out a medium term export strategy to be implemented during the X Plan period, focusing on different markets, different grades and varieties of value-added coffees. Simultaneously, the Board would also implement a domestic marketing strategy for increasing consumption of coffee within the country during the Plan period.

The medium Term Export Strategy, taken up by the Coffee Board is based upon the concrete suggestions and plan of action arising out of a Report of M/s McKenzie & Company Inc. The strategy envisages improvement in market share for Indian coffee in key international markets and to maximize export earnings. Some of the key initiatives to be taken up by Coffee Board for improving its market share include the following:

- Shifting of Product Mix in favour of Arabica.
- Ensuring a competitive landed price for Indian coffee radically reducing costs of production.
- Maintaining consistency in the quality of export of coffee.
- Guarantee reliability of exporters.
- Improving awareness of Indian coffee in target markets.
- Integrating Indian coffee with the global trade.

During the X Plan, a sum of Rs. 300 crore as against allocation of Rs. 124 crore during the IX Plan has been earmarked for Coffee Board for development of coffee sector. From this outlay, the Board would implement a number of Schemes, including stepping up production/ productivity /quality upgradation /export promotion/ domestic consumption, infrastructure development, coffee development in the North-Eastern Region/Non-traditional areas etc.